

AMENDMENT OF THE CLAIMS:

Please cancel claims 405-417 without prejudice or disclaimer, and add new rewritten claims 418-460 as follows:

Claims 1-417 (canceled)

Claim 418 (new): A Web-based consumer product information management and communication network, comprising:

- a Web-based subsystem for allowing brand management team members to remotely and independently create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered on said network so that said plurality of MMVKs can be installed in and launched from a plurality of HTML-encoded documents accessible on the World Wide Web (WWW) by consumers using a Web browser;

- wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any said HTML-encoded document, and

- wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information resources arranged for selection by the consumer;

- a second Internet-enabled information server for serving a library of MMVK tags on the WWW for said plurality of consumer products registered with said network;

- wherein each said MMVK tag in said library is accessible from said second Internet-enabled information server for installation in an HTML-encoded document by embedding the MMVK tag in the HTML-based document;

a second Web-based subsystem for allowing brand management team members to remotely and independently program said set of consumer product information resources displayable during said CPI display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the brand management team to remotely and independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a given application may require;

wherein, upon the Web-browser of the consumer encountering one said MMVK tag installed in one said HTML-encoded document, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser for display and review by the consumer.

Claim 419 (new): The Web-based consumer product information management and communication network of claim 418, wherein said second Web-based subsystem allows members of the brand management team of any registered consumer product to create and manage, for each registered consumer product, a consumer product information (CPI) link structure comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 420 (new): The Web-based consumer product information management and communication network of claim 419, wherein, for each MMVK created and deployed for a registered consumer product on said network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 421 (new): The Web-based consumer product information management and communication network of claim 419, wherein, for each MMVK created and deployed for a

registered consumer product on said network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 422 (new): The Web-based consumer product information management and communication network of claim 418, wherein, for each MMVK created and deployed for a particular consumer product on said network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 423 (new): The Web-based consumer product information management and communication network of claim 419, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and

- (v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 424 (new): The Web-based consumer product information management and marketing communication network of claim 418, wherein said set of consumer product information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 425 (new): The Web-based consumer product information management and communication network of claim 423, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 426 (new): The Web-based consumer product information management and communication network of claim 419, wherein after a CPI link structure has been initially created for a registered consumer product using said second Web-based subsystem, then a member of the brand management team can create and deploy one or more MMVKs for the

registered consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.

Claim 427 (new): The Web-based consumer product information management and communication network of claim 418, wherein said HTML-encoded documents are selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 428 (new): The Web-based consumer product information management and communication network of claim 418, wherein said HTML-encoded documents are associated with an e-commerce site of a retailer.

Claim 429 (new): The Web-based consumer product information management and communication network of claim 423, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into said network from the manufacturer's supply-chain information management system using electronic file transfer techniques.

Claim 430 (new): The Web-based consumer product information management and communication network of claim 418, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 431 (new): The Web-based consumer product information management and communication network of claim 418, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded document.

Claim 432 (new): A Web-based consumer product information management and communication network, comprising:

a first Web-based subsystem for allowing members of a brand management team to remotely and independently create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered on said network, so that said plurality of MMVKs can be installed in a plurality of HTML-encoded documents accessible on the World Wide Web (WWW) by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any said HTML-encoded document;

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information resources arranged for selection by the consumer;

a second Web-based subsystem for allowing members of the brand management team to remotely and independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem for allowing members of the brand management team to remotely and independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem for allowing members of the brand management team to remotely and independently program the consumer product information display mode of each MMVK with said set of consumer product information resources arranged for selection by the consumer;

wherein, upon the Web-browser of the consumer encountering the MMVK tag in one of said HTML-encoded documents, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser for display and review by the consumer.

Claim 433 (new): The Web-based consumer product information management and communication network of claim 432, wherein said fourth Web-based subsystem allows members of the brand management team to create and manage, for each consumer product, a consumer product information (CPI) link structure comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 434 (new): The Web-based consumer product information management and communication network of claim 433, wherein, for each MMVK created and deployed for a registered consumer product on said network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 435 (new): The Web-based consumer product information management and communication network of claim 433, wherein, for each MMVK created and deployed for a registered consumer product on said network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 436 (new): The Web-based consumer product information management and communication network of claim 432, wherein, for each MMVK created and deployed for a particular consumer product on said network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 437 (new): The Web-based consumer product information management and communication network of claim 433, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 438 (new): The Web-based consumer product information management and marketing communication network of claim 432, wherein said set of consumer product information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 439 (new): The Web-based consumer product information management and communication network of claim 432, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 440 (new): The Web-based consumer product information management and communication network of claim 432, wherein after a CPI link structure is initially created for a registered consumer product using said fourth Web-based subsystem, then brand management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.

Claim 441 (new): The Web-based consumer product information management and communication network of claim 432, wherein said HTML-encoded documents are selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 442 (new): The Web-based consumer product information management and communication network of claim 432, wherein said HTML-encoded documents are associated with an e-commerce site of a retailer.

Claim 443 (new): The Web-based consumer product information management and communication network of claim 437, wherein said Universal Product Number (UPN), said

Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into said network from the manufacturer's supply-chain information management system using electronic file transfer techniques.

Claim 444 (new): The Web-based consumer product information management and communication network of claim 432, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 445 (new): The Web-based consumer product information management and communication network of claim 432, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded document.

Claim 446 (new): A Web-based consumer product information management and communication network, comprising:

- a first Web-based subsystem for allowing members of a brand management team to remotely and independently create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered on said network, so that said plurality of MMVKs can be installed in a plurality of HTML-encoded documents accessible on the World Wide Web (WWW) by consumers using a Web browser;

- wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any said HTML-encoded document;

- wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI)



display mode for displaying a set of consumer product information resources arranged for selection by the consumer;

a second Web-based subsystem for allowing members of the brand management team to remotely and independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem for allowing members of the brand management team to remotely and independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem for allowing members of the brand management team to remotely and independently program the consumer product information display mode of each MMVK with said set of consumer product information resources arranged for selection by the consumer;

wherein, upon the Web-browser of the consumer encountering the MMVK tag in one of said HTML-encoded documents, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser for display and review by the consumer.

Claim 447 (new): The Web-based consumer product information management and communication network of claim 446, wherein said fourth Web-based subsystem allows members of the brand management team to create and manage, for each consumer product, a consumer product information (CPI) link structure comprising the following items:

- (i) a Universal Product Number (UPN) assigned with the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 448 (new): The Web-based consumer product information management and communication network of claim 447, wherein, for each MMVK created and deployed for a

registered consumer product on said network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 449 (new): The Web-based consumer product information management and communication network of claim 447, wherein, for each MMVK created and deployed for a registered consumer product on said network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 450 (new): The Web-based consumer product information management and communication network of claim 446, wherein, for each MMVK created and deployed for a particular consumer product on said network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 451 (new): The Web-based consumer product information management and communication network of claim 447, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and

- (v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 452 (new): The Web-based consumer product information management and marketing communication network of claim 446, wherein said set of consumer product information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 453 (new): The Web-based consumer product information management and communication network of claim 446, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 454 (new): The Web-based consumer product information management and communication network of claim 446, wherein after an initial CPI link structure is created for a registered consumer product using said fourth Web-based subsystem, then brand management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.

Claim 455 (new): The Web-based consumer product information management and communication network of claim 446, wherein said HTML-encoded documents are selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 456 (new): The Web-based consumer product information management and communication network of claim 440, wherein said HTML-encoded documents are associated with an e-commerce site of a retailer.

Claim 457 (new): The Web-based consumer product information management and communication network of claim 440, which further comprises a second Internet-enabled information server for serving a library of said MMVK tags on the WWW for said plurality of consumer products registered with said network; and

wherein each said MMVK tag in said library is accessible from said second Internet-enabled information server for installation in an HTML-encoded document by embedding the MMVK tag in the HTML-based document.

Claim 458 (new): The Web-based consumer product information management and communication network of claim 451, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into said network from the manufacturer's supply-chain information management system using electronic file transfer techniques.

Claim 459 (new): The Web-based consumer product information management and communication network of claim 446, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 460 (new): The Web-based consumer product information management and communication network of claim 446, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded document.